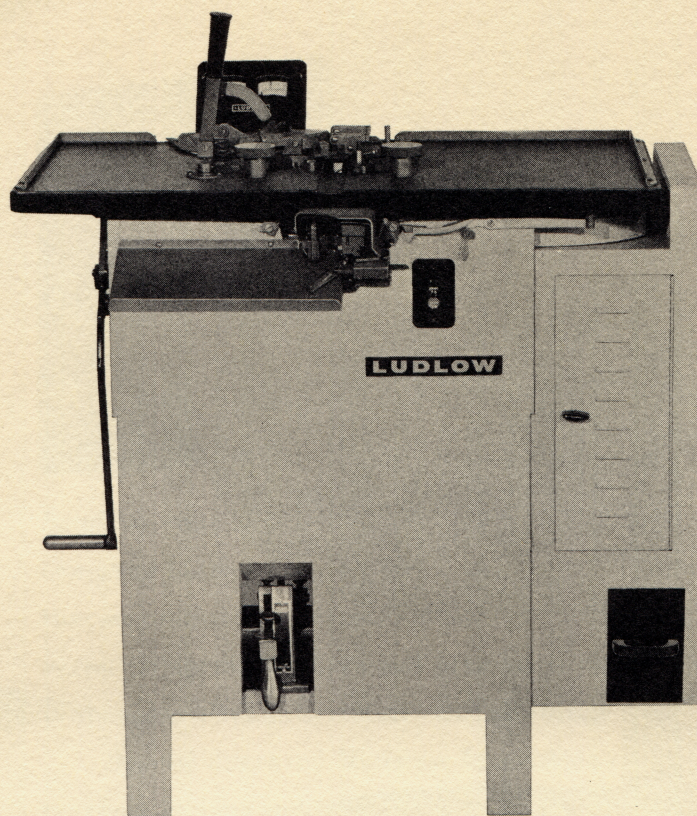


*3 new product  
developments  
from Ludlow*

- *Model M*
- *Model K*
- *Swiftape*



# 1

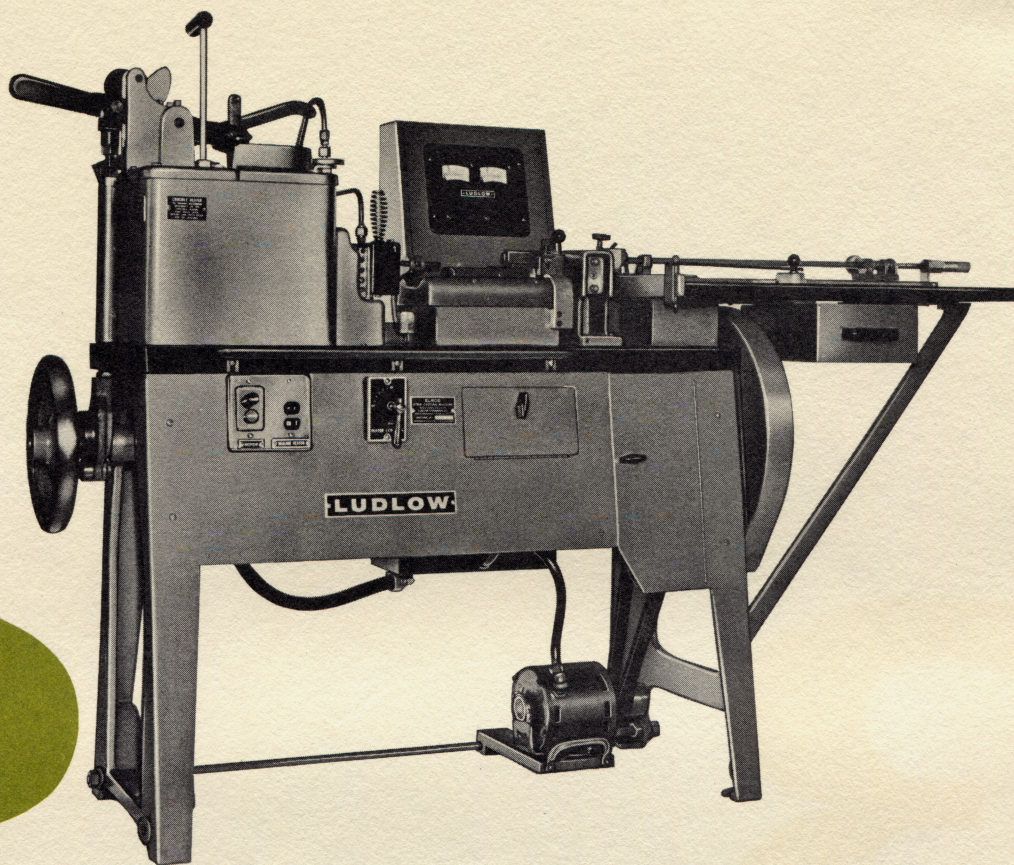


## The Model M for improved slug quality . . . faster repeat casting speed .

You get both — quality and production from the Ludlow Model M. Proven in actual operation, the Model M has set a standard in type-slug composition . . . makes Ludlow more profitable than ever. How can you make more money with a Model M? Ask your Ludlow representative to make a survey of your plant now. It costs you nothing . . . may save you a lot.



# 2



The Model K Elrod with improved thermostat control . . . economy production of lead, slug, rule, and base material in your own plant.

You can keep production moving . . . if you have spacing and rule when you need it. And consider how much money you can save casting your own strip material. Depending on your needs . . . you may choose the Model K . . . Model E . . . or the Model F Elrod. Ask your Ludlow representative to help you set up the right system.



# 3



## The New Swiftape . . . practical answer to high-speed tape production.

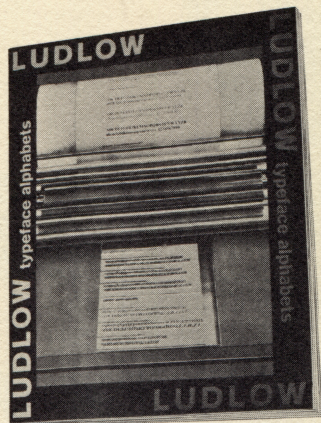
Now there is a proven way to get justified tape faster . . . and better. Swiftape is the reason you may not need a computer to increase production 35% to 50% . . . and still get highest quality typography—hot or cold. Printers, newspapers and trade plants are now using Swiftape with remarkable results. You can get a revealing in-plant analysis on how Swiftape can save you money in typesetting now. Just ask your Ludlow representative.



# 3

*Three developments by Ludlow indicate new growth of the company in the composing room field. First, the Ludlow Model M was introduced. Then Swiftape, a new departure into the world of electronics. And now, the improved Model K Elrod for even more dependable production.*





## Find out more about Ludlow . . .

Send for your free copy of the Ludlow "Alphabet Book" . . . 32 pages showing complete Ludlow alphabets with point size availabilities . . . plus a special section on unusual and miscellaneous typefaces. You may also select from a wide variety of special borders and ornaments to cast on Ludlow. Ask for the comprehensive 50 page brochure with showings in actual sizes.

**Special Engraved Matrices:** In addition to the library of over 2200 different typeface designs and point sizes—you can order Ludlow special engraved mats made from artwork you supply . . . of company insignias, logotypes, crests, signatures, mathematical, chemical or medical symbols.

**Deep - Engraved Mats for box dies:** Now available in sizes from 12 to 96 points for quality box dies and rubber stamps—you can obtain any Ludlow typeface in depths up to .125". Featuring a double-beveled design which permits an easy-to-mold deep typeface—these Deep-Engraved Ludlow matrices are offered in fonts composed of caps, figures, and points... with 60 to 90 day deliveries.

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